

**South Carolina Statewide Lodging Outlook Report**  
**April 2016**

|                                   | Occupancy Rate      |              | Average Room Rate   |              | RevPAR*             |              | Room Revenue | Rooms Available | Rooms Sold   |
|-----------------------------------|---------------------|--------------|---------------------|--------------|---------------------|--------------|--------------|-----------------|--------------|
| <b>Current Month:</b>             | <b>April 2016</b>   | <b>% Chg</b> | <b>April 2016</b>   | <b>% Chg</b> | <b>April 2016</b>   | <b>% Chg</b> | <b>% Chg</b> | <b>% Chg</b>    | <b>% Chg</b> |
| <b>January 2016</b>               |                     |              |                     |              |                     |              |              |                 |              |
| United States                     | 68.1%               | 2.2%         | \$123.14            | 2.8%         | \$83.89             | 5.0%         | 6.6%         | 1.5%            | 3.7%         |
| South Atlantic**                  | 72.4%               | 1.0%         | \$126.36            | 2.0%         | \$91.55             | 2.9%         | 4.4%         | 1.4%            | 2.4%         |
| South Carolina                    | 70.4%               | 2.5%         | \$115.31            | 4.6%         | \$81.20             | 7.2%         | 8.4%         | 1.1%            | 3.6%         |
| <b>Year-to-Date:</b>              | <b>Jan-Apr 2016</b> | <b>% Chg</b> | <b>Jan-Apr 2016</b> | <b>% Chg</b> | <b>Jan-Apr 2016</b> | <b>% Chg</b> | <b>% Chg</b> | <b>% Chg</b>    | <b>% Chg</b> |
| <b>January through April 2016</b> |                     |              |                     |              |                     |              |              |                 |              |
| United States                     | 62.5%               | 0.2%         | \$121.66            | 3.1%         | \$76.08             | 3.3%         | 4.9%         | 1.5%            | 1.7%         |
| South Atlantic**                  | 67.2%               | 0.3%         | \$126.73            | 3.0%         | \$85.16             | 3.3%         | 4.7%         | 1.3%            | 1.7%         |
| South Carolina                    | 61.4%               | 4.8%         | \$99.54             | 5.1%         | \$61.10             | 10.2%        | 11.5%        | 1.2%            | 6.1%         |

\*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

\*\*South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

**Three Month Occupancy Outlook for South Carolina**

|  |                                 | May 2016 | June 2016 | July 2016 |
|--|---------------------------------|----------|-----------|-----------|
| <b>STR, Inc.</b><br><i>From April 2016 Forecast Report</i> | Occupancy Forecast              | 67.2%    | 75.1%     | 77.9%     |
|  | % Chg vs same month in 2015     | 2.7%     | 2.5%      | 2.7%      |
| <b>TravelClick</b><br><i>From Bookings as of 05/11/16</i>  | Occupancy from Current Bookings | 46.2%    | 19.9%     | 13.2%     |
|  | % Chg vs same month in 2015     | 3.0%     | -2.1%     | -0.3%     |

Source: STR, Inc. and TravelClick